

Abstract

Title: TJ X3M Sokol Kralovske Vinohrady marketing mix and identify areas for improvement

Targets: The purpose of this bachelor work is to analyze existing marketing mix of the floorball club TJ X3M Sokol Kralovske Vinohrady and to propose areas for improvement with the final goal of attracting customers as sponsors, current players, potential players spectators and fans.

Methods: There was structured interview with open questions, held at the club to obtain basic background information regarding the club and current marketing mix - (Interview 1). Case study combined with document analysis and monitoring helped to analyse the club environment. Necessary information for analysis were also obtain with structured interview (Interview 2). PEST and source analysis were used to analyse club environment. SWOT analysis was used to summarize the current marketing mix.

Results: The study revealed shortcomings in the marketing mix TJ X3M Sokol Královské Vinohrady, which can be seen especially in the club's merchandising, outdoor advertising, public relations and the accompanying program.

Key words: sport marketing, non-profit institution, analysis, floorball